

**The perfect gift on Christmas Day
It dries the clothes the MODERN WAY**

**Give her an Automatic
GAS CLOTHES DRYER**



With a gas clothes dryer, she simply sets the control for "dry" or "damp dry." In a matter of minutes, clothes are ready to lift out.

"Damp dry" clothes need no sprinkling. They come from a gas clothes dryer ready for quick, easy ironing.

Gas-dried clothes are softer, fluffier, sweeter-smelling than ever. Towels, cotton knits, corduroys dry wrinkle-free—need no ironing.

Illustrated is the WHIRLPOOL Automatic Gas Clothes Dryer.

What a hit you'll make! A new automatic gas clothes dryer actually cuts her washday work in half.

Gone are the hours of lifting and lugging a heavy clothesbasket. Gone, too, are the weather worries. For with a gas clothes dryer, laundry is dried in minutes—rain or shine—day or night. Why not look over the 1-2-5 of the gas clothes dryer story at right?

Here's something else—for a typical family of 4 the operating cost for an automatic gas clothes dryer is less than 35¢ a month. And for a limited time, normal installation is free. So, this week, pick out an automatic gas clothes dryer for her. Gleaming new models are on display at your dealer's or your Gas Company. (Note to wives: show this to your husband now!)

FREE INSTALLATION
If you buy now, normal installation is free.
OFFER CLOSES DECEMBER 31st
Offer applies to dealers participating in the following makes of Automatic Gas Clothes Dryers:
ARC • EFMEDIA • BLACKSTONE • CALORIC • EASY • HAMILTON • HONEY • OPR • SPED QUIET • SHOR • WIDGEWOOD • WHIRLPOOL

SOUTHERN CALIFORNIA GAS COMPANY

Only **GAS** gives you such modern automatic appliances



**HOW TO GET
FASTER SERVICE
ON YOUR
Christmas Calls**

Saying "Merry Christmas" by telephone to out-of-town relatives and friends is a pleasant holiday custom.

With so many people exchanging holiday greetings, however, long distance lines become overloaded causing some calls to be delayed.

You can help overcome such delays if you will give the operator the out-of-town number you wish to reach. If you do this, she can place your call directly without obtaining the number from information service in the distant exchange. And your call goes through faster.

**GET LONG DISTANCE NUMBERS
IN ADVANCE**

If you will call your Long Distance operator now and ask her to furnish you the out-of-town numbers you wish to call this Christmas, she will be glad to obtain them and call you back. Remember—a few moments of your time now to get those Long Distance numbers in advance may save you hours on Christmas Day.

Although everything possible will be done to complete your holiday calls quickly and efficiently, the thousands of extra calls will make it difficult to provide normal Long Distance service.

If by reason of heavy telephone traffic you are unable to complete calls on Christmas Eve or Christmas Day, we suggest that you telephone your greetings on Sunday, December 26th when low holiday rates will still be in effect.

**General Telephone Company
of California**



REYNOLDS KNIGHT

**Savings Banks Begin to Fret
About No-Down-Payment Homes**

New York City's mutual savings banks, perhaps the largest aggregation of mortgage lending money in the world, are beginning to fret about the rise in real estate mortgage totals. They fear we are borrowing money building from future years, and that in some future year building jobs will suddenly dry up.

In the three months of July, August, and September, the excess of new mortgages over payments on old ones was \$3.8 billion. That indicates an annual rate of increase of \$14 billion.

There are still plenty of people who want homes. What the bankers wonder is if a home buyer who makes no down payment is a good risk. The number of a great many of these now, but their number is increasing.

At the beginning of 1954, Veterans Administration loan rules were relaxed to allow home purchases without down payments. One-third of such loans this year have been of that kind. The Housing Act of 1954 loosened FHA insurance rules in the same way, but such loans have hardly begun.

CLOSE FIGURING RETURNS—One phase of the return to sharply competitive conditions will be a review of labor relations, practices, a corporate executive predicted at the recent meeting in New York, of the National Association of Manufacturers. Many "habits" acquired during 35 years of war and postwar boom must be abandoned or changed, said Gerry E. Morse, vice-president of a large electrical control firm.

Management must re-examine its labor costs and its collective bargaining methods, a firm must acquaint itself better with the changing attitudes of its employees, Morse said. "Past habits," he said, "are most difficult to change. The job of cutting costs or improving efficiency is not easily done in the atmosphere of war-scale spending—which has been the getting for about a decade and a half."

He warned against jumping to guaranteed wage or employment plans. "Any guarantee of wages or employment that tends to reduce the flexibility, stability or financial strength of a company jeopardizes the very result a guaranteed wage plan seeks to attain," he said.

THINGS TO COME—If your food freezer crowds your kitchen a little, you can get a hinged separate table. A new memo pad has stickum on the backs of its leaves, so you can post them up as reminders. . . . An electronic soldering gun is guaranteed to heat up in three seconds. . . . A 31-inch-tall doll can do "practically anything" is on Christmas counters, starting at \$24.98. . . . A speech cue machine, measuring only 8x10 inches, can feed a speaker his speech visually without the audience knowing it, say its makers.

BALANCE SHEET—A large and interested audience heard, a week or so ago, an outline of the years just ahead. It was composed of investment bankers, the men who channel the country's savings into participation in the companies which provide us with our goods and services.

A partner in a New York investment house told the Investment Bankers Assn. there were points both favorable and unfavorable in the railroads' outlook. High among the favorable ones he put the wise use to which railroads have put their large revenue since the war—the investments in new plant, and the adoption of new techniques, which together made it possible to keep 1954, a year of an 11 per cent loss in gross earnings, from becoming a financial disaster.

On the unfavorable side, he ranked high the continuing spathy with which railroad problems are viewed by the nation's lawmakers. "What is needed most," concluded the official, "is equality of competitive opportunity and management freedom that will enable all railroads to seek to recapture a large volume of traffic which has been diverted to more favored competitors."

OUR FOREIGN CARS—Any American motor car manufacturer

ALMA'S CERAMIC ART
FEATURING:
• CERAMIC SUPPLIES
• GREENWARE
• FIRING
• PORCELAIN
• GIFT WARE

Instructions To Small Groups
328 VISTA DEL MAR
HOLLYWOOD, RIVIERA
FR 5-2493

**Scout Sales
Policy Told**

Boy Scouts may not sell any commercial products or services while wearing their uniforms, nor may reference be made to Scouting to aid commercial sales by boys as individuals or groups.

John W. Lühring, Vice Chairman of the Finance Committee of the Los Angeles Area Council, Boy Scouts of America, pointed out the many ways units may raise money, in a new publication now available at Scout headquarters, at the same time he cautioned Cubs, Scouts and Explorers against commercialization of their uniforms.

Scouts, as individuals, are encouraged to earn money for their scouting needs, he said, but must do so without violating the non-commercialization policy of Scouting. Troop, Pack or Post money raising projects must have written approval first from the sponsoring institution and then the Council office before the project may be started.

When a Scout in uniform knocks on a door with a commercial product to sell, he is breaking Scout laws. This, however, should not be construed to forbid salvage drives or the sale of tickets to Scout circuses, rallies, dinners and similar Scout events in uniform.

**Television Set Taken
Out Through Window**
Burglars who took his TV set also ransacked his house. Thomas Allen Matthews, of 25835 Lucile Ave., Lomita, reported to sheriff's deputies Saturday.

The set, valued at \$100, was apparently taken out through a window from which the screen had been removed.

FAIR ATTENDANCE
Total fair attendance in the U.S. in 1953 exceeded 85 million.

**Drunks Make Big
Holiday Problem**

If drunken drivers are stopped before they have traffic accidents, the Christmas and New Year death toll will drop appreciably, California Highway Patrol Commissioner Bernard Caldwell declared yesterday.

Reviewing Patrol plans for an all-out attack on traffic accidents during the holidays, he pointed out that drinking is a major factor every Christmas.

"With the increase in parties and celebrations there is more drinking and the trouble starts when persons who have been drinking venture out in traffic," he said.

"The Patrol will have every available officer on duty during the holiday season, and the best advice we can give is, if you drink, stay out of the driver's seat and be careful when and where you walk. In fact, every celebrant should keep in mind that drunks may wind up in one of three places, jail, hospital or morgue."

"To put it bluntly, if you want to be alive in '55, be careful how you drive."

At the same time, Capt. Don Watkins, of the Patrol, pointed out that five persons were killed and 208 were injured in traffic accidents in this area last December.

**New Associate Counsel
For Steel Firm Named**
Appointment of John S. Tennant as associate general counsel of the United States Steel Corp. effective Jan. 1, 1955, was announced today by Roger M. Blough, vice chairman of the board of directors and general counsel of the corporation.

Made for Each Other



your Christmas Shopping Problems and Walkers P.B.A.

Now you can buy
All Your Christmas Gifts
and take
6 months to pay

Use WALKER'S
**PERMANENT
BUDGET
ACCOUNT**

- use it like money to buy gifts . . . anything
- use it anywhere in Walker's . . . anytime!
- use as much or as little as you need . . . anywhere!

Forget Money . . . it's the perfect way at Christmas!
Pay only 1/6 down — plus small service charge!

Buy Now Pay Later

Walker's Credit Sales
Office Fourth Floor
Long Beach
Pine at Fourth

Walker's
the friendly store of Long Beach